GS1 in Europe

The Global Language of Business

Data Excellence User Board & Global Data Model

How do we implement and govern the Global Data Model in Europe?

3 July 2020

Jan Somers, Tomas Tluchor, Henk-Jan Timmerman, Markus Mueller, Mark van Eeghem, Armand Schins, Christian Przybilla, Jean-Mark Klopfenstein, Laurent Seroux, Christian Zaeske

Anti-Trust

- GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is an always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the committee is to enhance the ability of all industry members to compete more efficiently.
- This means:
  - There shall be no discussion of prices, allocation of customers, or products, etc.
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full anti-trust caution is available at www.gs1.org

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Agenda

- Introduction & ambition
- General update on the GS1 Global data model
- Implementation of GDM in European markets

BREAK – 5 MINUTES

- Governance in Europe (locally and regionally)
- Industry engagement in Europe
- Next steps and closing

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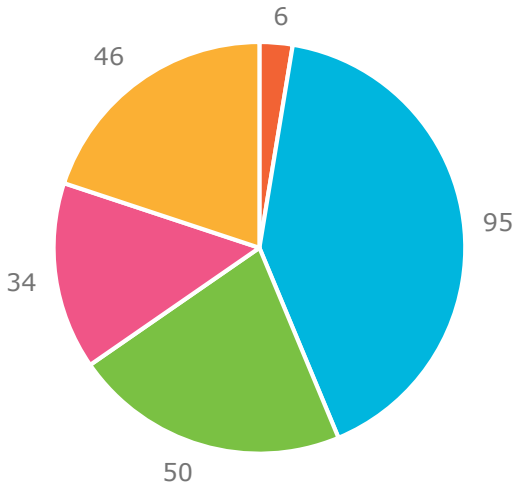
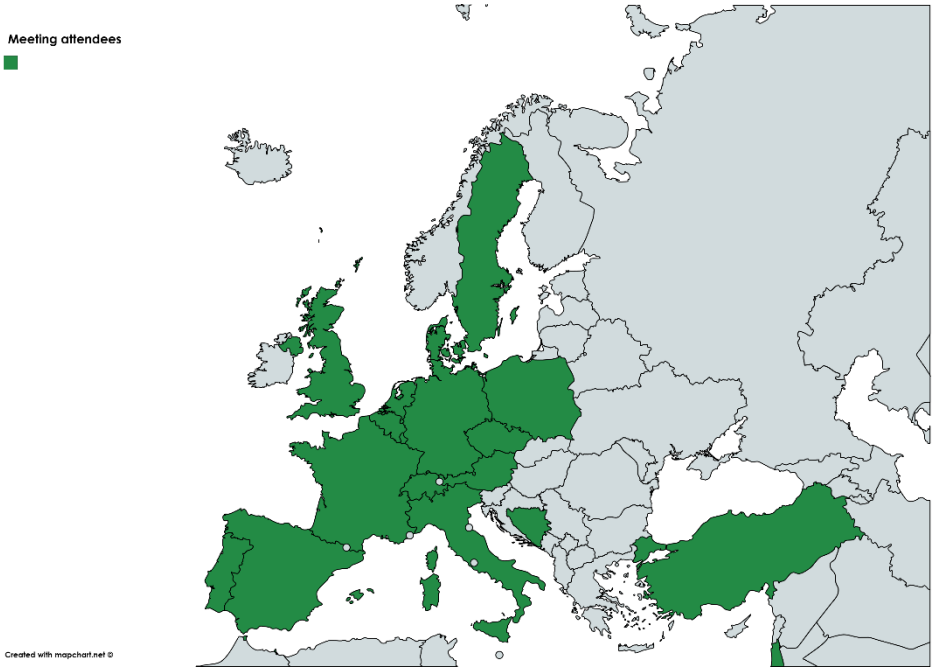
Audience: 231 people (tentative) accepted



Attendees

- Associations
- Brand owner
- GS1
- Retailer
- Solution provider

- And…
  - Multinationals
  - United States
  - South Africa



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Meeting etiquettes

- Big audience => tight agenda
- Meeting will be recorded
- Please mute yourself
- Questions through chat
  - After each section limited time
  - All questions will also be answered afterwards
- Thank you in advance for participating

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Introduction & Ambition

Jan Somers
CEO of GS1 Belgium & Luxembourg
Sponsor GS1 in Europe & Sponsor the GDM Worldwide

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Introducing Jan Somers

- Jan Somers
- GS1 Belgium & Luxembourg
- CEO
- jsomers@gs1belu.org

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Introducing Henk-Jan Timmerman

- Henk-Jan Timmerman
- GS1 in Europe
- Project coordinator
- Henkjan.timmerman@gs1eu.org

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No ambition, no plan, no progress

- We need to be ambitious to change the way we exchange data
- Why?
  - Data exchange is difficult due to national data models and different usage of attributes
  - Every data recipient needs a data set or at national level
  - Trade is no longer national, our way of data exchange is outdated
  - We need a mind shift and another way of working
- What?
  - GMD harmonises and simplifies the data we exchange, worldwide, regionally
- How?
  - Get industry, and GS1 and CGF together and implement

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The GS1 Global Data Model

One product. One experience. Every channel.

The GS1 Global Data Model helps leverage product content for a seamless shopping experience across every channel.

By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model standard increases operational efficiency for brand owners and retailers and improves data accuracy and completeness for consumers.

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The history of the Global Data Model

2020 — **Implementation**

2019 — **Development**

2018 — **Conception**

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The Consumer Goods FORUM

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Ambition of Europe

- Help and stimulate change and mindset
- Help the industry to implement the GDM in 49 GS1 Member organisations, in consultation with the industry
  - *Implement global* and regional layer
  - Review local layer
- Grow the community
  - Adding countries
  - Adding industry users
- Review adoption in Europe with specific governance

"With the GS1 Global Data Model, we hope to provide consistent information to consumers across retailers, online players and markets"

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General update on the GS1 Global Data Model

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Introducing Markus Mueller

- Markus Mueller
- GS1 Global Office
- Programme director global data model
- Markus.mueller@gs1.org

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Agenda General Update GS1 Global Data Model

- Introduction & ambition
- General update on the GS1 Global data model
  - General update on the Global Data Model (Markus Mueller)
  - GDM statistics & tooling (Mark van Eeghem)
  - Nestlé pushing for Data Quality (Jean-Marc Klopfenstein)
  - Questions
- Implementation of GDM in European markets
- Governance in Europe (locally and regionally)
- Industry engagement in Europe
- Next steps and closing

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General update on the Global Data Model

Markus Mueller (Global Office)

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The GS1 Global Data Model Standard is the set of foundational data attributes that are needed to list, order, move, store and sell products

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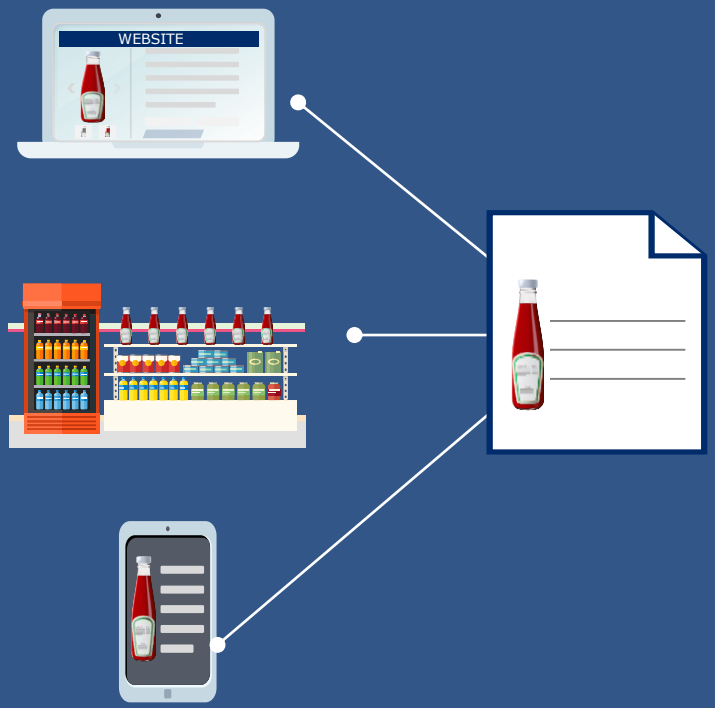
To improve the omnichannel consumer experience, brand owners and retailers should consider what truly differentiates and what can be standardised



Foundational data is non-competitive in the digital and physical retail environment

- Product data is comprised of both **foundational and differentiated attributes**
- **Foundational attributes can be harmonised** to enable timely, accurate, and consistent data exchange for brand owners and retailers
- Retailers and brand owners can **shift focus to designing differentiated consumer experiences** versus verifying data quality
- Harmonised data will also unlock **new opportunities through advanced analytics**

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Overall, the Global Data Model will enable improved consumer experience and will reduce complexity by harmonising foundational data across the industry

Increased transparency and seamless omnichannel experience

Simplified and Harmonised Global Data Model (GDM)

Faster, easier, cheaper management and exchange of foundational data

Improve consumer experience

Increase business partner efficiencies

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GDM uses the concept of layers to identify product attributes required for data exchange

Global core layer

- Comprised of **attributes** required across **all product categories**

Global category layer

- Comprised of **attributes**[1] required only for a **specific product category** (i.e., FMCG Food, DIY…), applicable at a **global level**

Regional category layer

- Comprised of **attributes**[2] required only for a **specific product category,** only for a specific **region**

Country layer

- Comprised of **attributes**[3] required for a **specific product category,** only for a specific **location** within a region

1 These attributes are mandatory or optional depending on the product subcategory (e.g. "Storage temperature" is mandatory for "Meat" subcategory, while it's not mandatory for "Canned shelf stable products" subcategory)
2 These attributes are mandatory or optional depending on region (e.g. "Allergen statement" is mandatory in North America region due to regulatory requirements, while it's not mandatory in other regions)
3 These attributes are mandatory or optional depending on country (e.g. "Packaging Material Quantity" is mandatory in some countries, while it's not mandatory in others)

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Categories covered by the standard

Current release covers the following retail categories:

- FMCG Food & Near Food
- Alcoholic beverages
- Pet Food
- Tobacco

The term **"near-food products"** refers to drugstore products (e.g. skin care products), but also cleaning agents, etc. So products that are not food, but are still offered by supermarkets because they represent everyday consumer goods.

Planning horizon:

The GS1 Advisory Council has encouraged the GDM team to plan the GDM development for Non-Food categories, e.g. Cosmetics or Apparel in alignment with the new Marketplaces Advisory Team.

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Getting ready to implement the GS1 Global Data Model

More than 50% of CGF Data Coalition members are planning to implement the Global Data Model across 10 countries in 2020/21!

Q3/Q4 2019
Pilots & business case
Creating the **foundation**

Q1/Q2 2020
GDM & ADB Standard
Fast **ratification**

Q2-Q4 2020
Implementation & adoption
Initiate & orchestrate GDM implementation together

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GDM statistics & tooling

Mark van Eeghem (Global Office)

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Introducing Mark van Eeghem

- Mark van Eeghem
- GS1 Global Office
- Senior Manager Global Data Model
- Mark.vanEeghem@gs1.org

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GDM Statistics – Distinct Attributes

	Global	EU	NoAm	AU/NZ	Local*	Total
Food	86	*48*	*51*	*11*	17	**175**
Near-Food	67	*43*	*45*	*6*	13	**141**
Pet Food	61	*43*	*41*	*6*	51	**170**
Alcoholic Beverages	76	*34*	*38*	*9*	33	**160**
Tobacco	56	*21*	*22*	*4*	58	**143**

* Local Attributes are currently not assigned to individual countries

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Interim GDM navigator

- An ***INTERIM*** tool (until July 2021)
- For Manufacturers, Retailers, MOs, DP, … involved in implementing Global Data Model.
- Allows user to get a global, regional and local view on the GDM.
- Contains GDSN Information (Technical Properties - VRs – Code Lists – Code Values) linked to GDM.
- Search for information on attributes, categories, sub-categories, regions, countries, validation rules, code lists, code values and GPC Bricks.
- It allows users to compare GDM Models, and manage ***(and save)*** product profiles using all this combined information.
- Webinar to follow (link will be posted)

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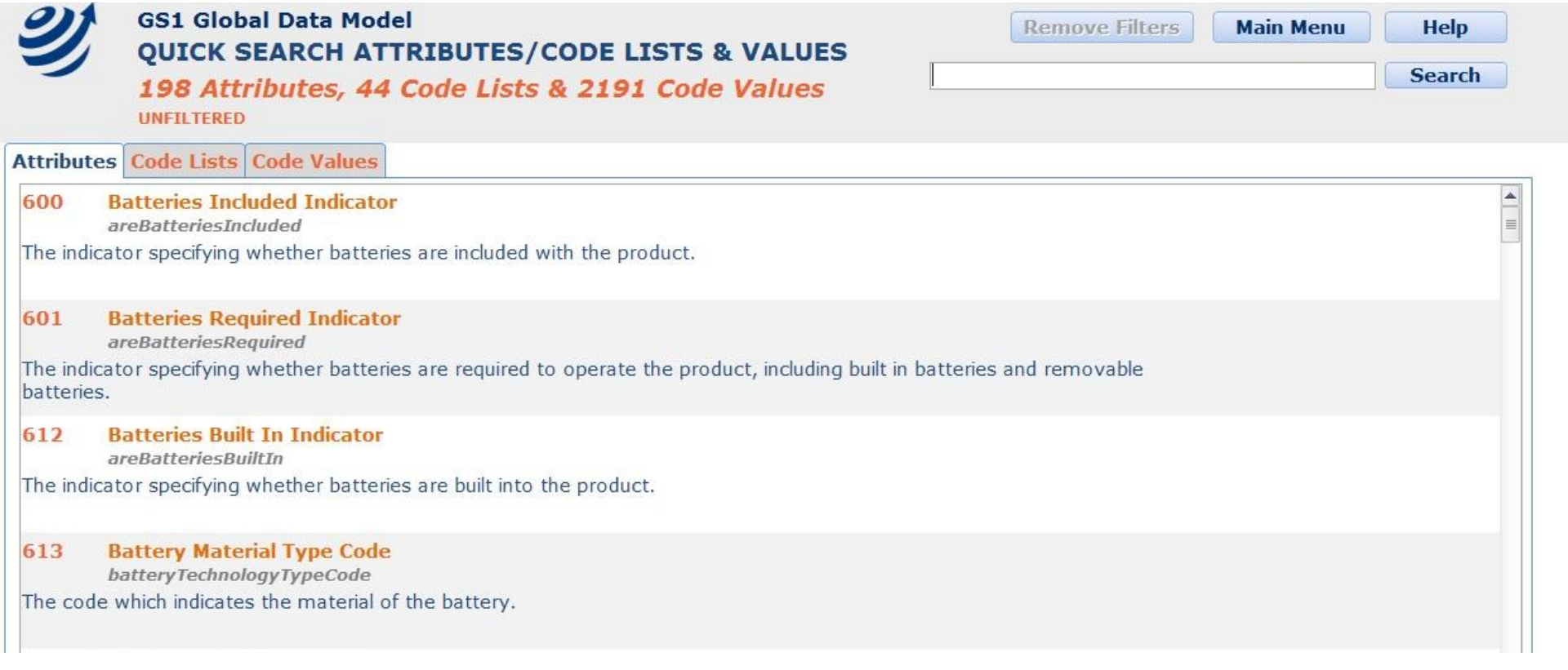
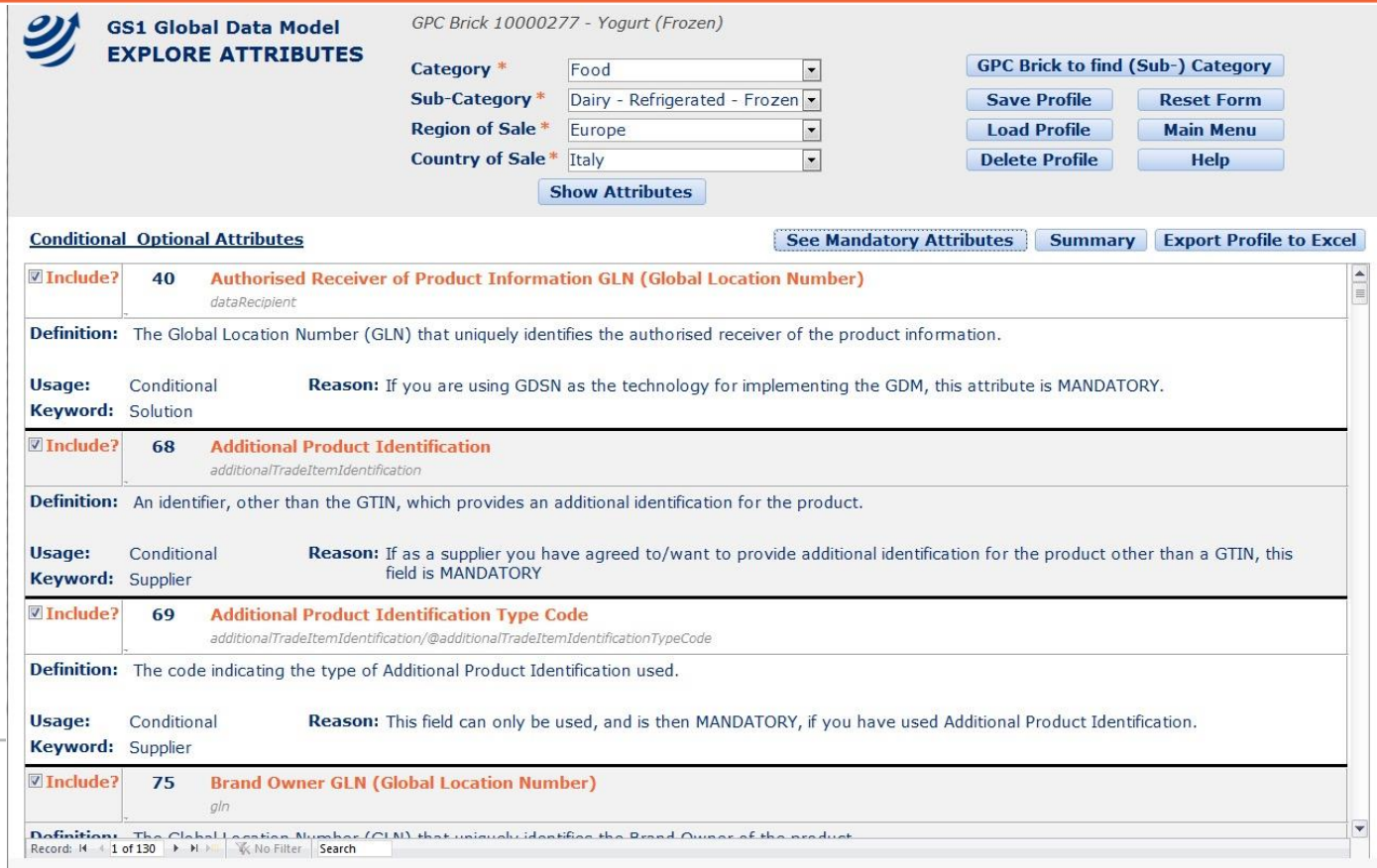
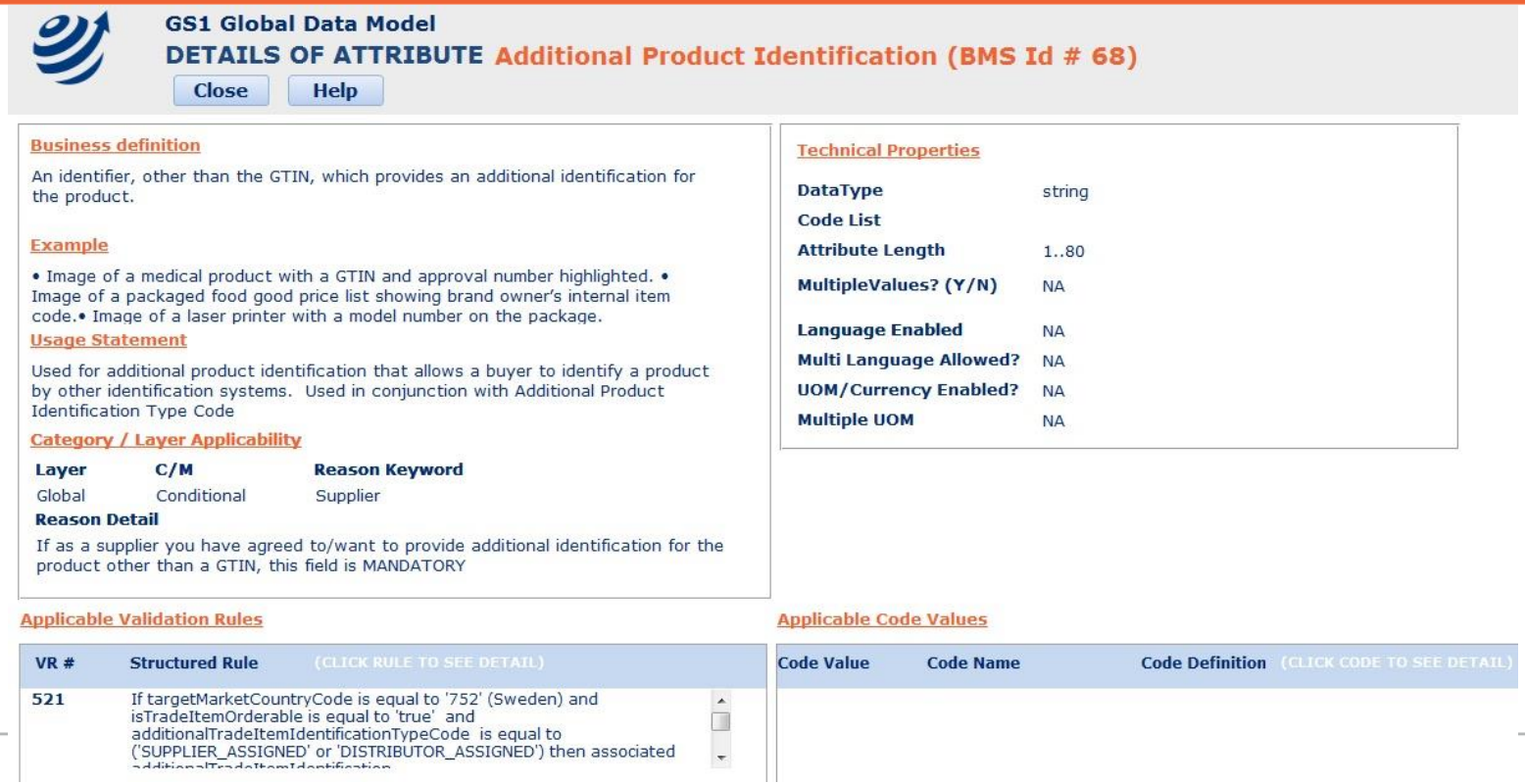
Interim GDM navigator



Interim GDM navigator



Interim GDM navigator



GS1 Global Data Model

DETAILS OF ATTRIBUTE Additional Product Identification (BMS Id # 68)

Close Help

Business definition

An identifier, other than the GTIN, which provides an additional identification for the product.

Example

• Image of a medical product with a GTIN and approval number highlighted. • Image of a packaged food good price list showing brand owner's internal item code.• Image of a laser printer with a model number on the package.

Usage Statement

Used for additional product identification that allows a buyer to identify a product by other identification systems. Used in conjunction with Additional Product Identification Type Code

Category / Layer Applicability

Layer	C/M	Reason Keyword
Global	Conditional	Supplier

Reason Detail

If as a supplier you have agreed to/want to provide additional identification for the product other than a GTIN, this field is MANDATORY

Technical Properties

DataType	string
Code List	
Attribute Length	1..80
MultipleValues? (Y/N)	NA
Language Enabled	NA
Multi Language Allowed?	NA
UOM/Currency Enabled?	NA
Multiple UOM	NA

Applicable Validation Rules

VR #	Structured Rule (CLICK RULE TO SEE DETAIL)
521	If targetMarketCountryCode is equal to '752' (Sweden) and isTradeItemOrderable is equal to 'true' and additionalTradeItemIdentificationTypeCode is equal to ('SUPPLIER_ASSIGNED' or 'DISTRIBUTOR_ASSIGNED') then associated

Applicable Code Values

Code Value	Code Name	Code Definition (CLICK CODE TO SEE DETAIL)

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Interim GDM navigator

BMSId	GDM Business Name	Model 1	Model 2
912	Fish Scientific Name	☐	☑
914	Fishing Gear Code	☐	☑
915	Fish Production Method Code	☐	☑
916	Fish Storage State Code	☐	☑
3909	Loose or Pre-Packed Code	☑	☐
6147	catchAreaCode(GDD Name)	☐	☑

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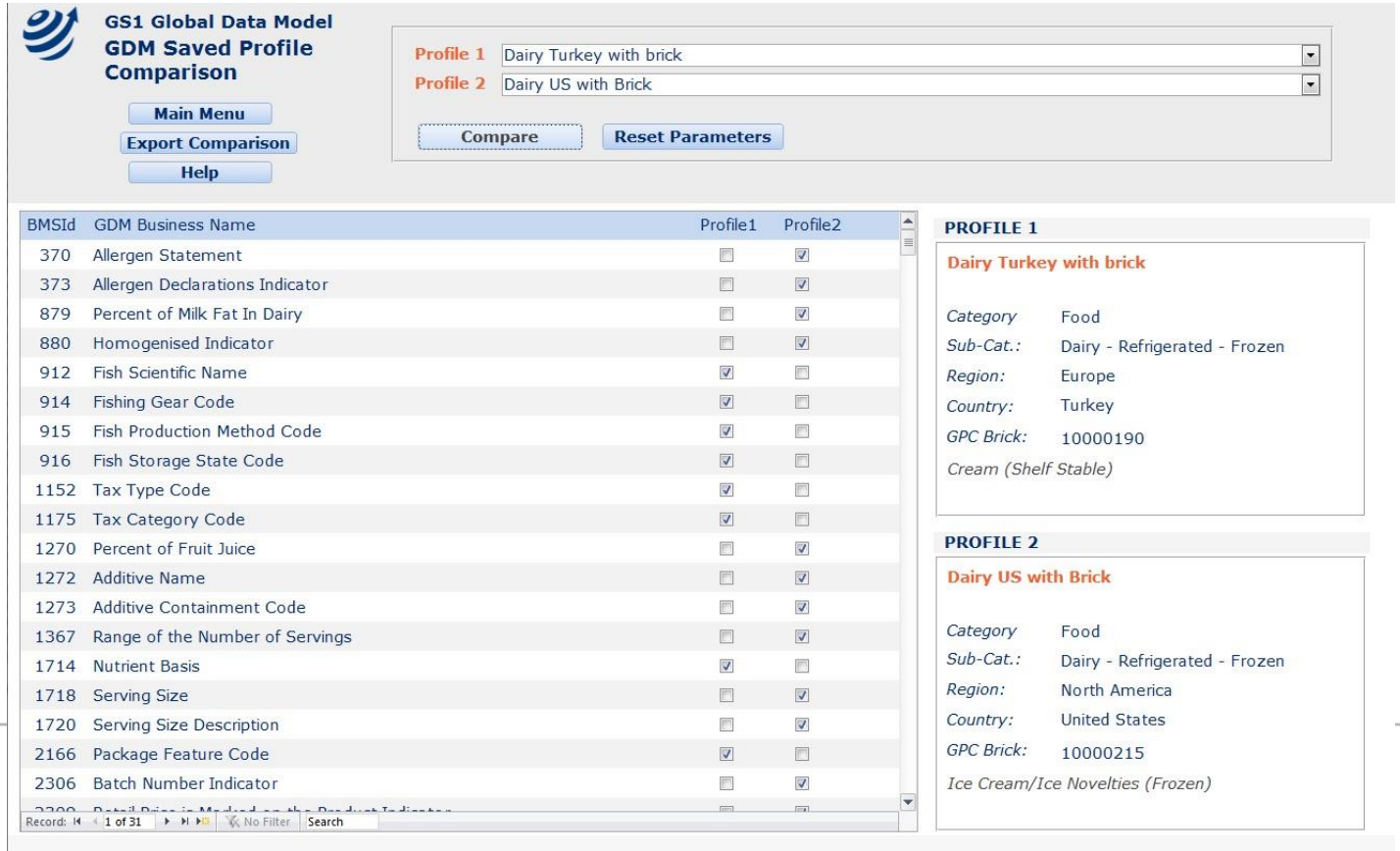
Interim GDM navigator



Nestlé pushing for Data Quality

Jean-Marc Klopfenstein, Nestlé

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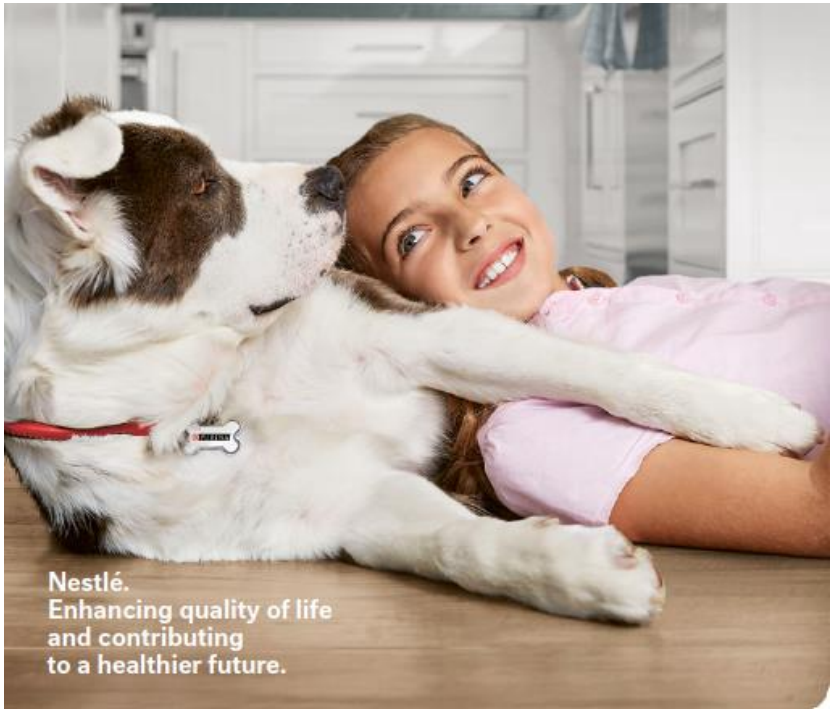
Jean-Marc Klopfenstein

Master Data Lead

Active within GS1 since 2015

Integrated Business Services

Nestlé at a glance



- CHF 92.6 Bio in sales in 2019
- 291 000 employees in over 187 countries
- Over 2 000 brands

Over 1 billion Nestlé products sold every day

Integrated Business Services

Data Quality is considered as high when it fits **intended usage** in Business Flows

High Data Quality means data is…

- **Complete** - Available
- **Accurate** - Right First Time
- **Conforming -** Aligned to business rules, e.g. industry Standards
- **Consistent** – Aligned automatically across Flows & IT platforms, internally and externally
- **Timely** - Valid for defined time period, not obsolete
- **Not Duplicated** - Reliable

Why we have an opportunity NOW…

- Industry has recognized the criticality of data quality, using common standards, among others:
  - Verified-By-GS1
  - Global Data Model
- Digitalization Journey requests solid and accurate data

Root causes of Data Quality Issues include:

- Knowledge (e.g. Measure of physical product incorrect or not aligned with external standards)
- Lack of definitions result in inconsistent, non-conforming and/or inaccurate data
- Incorrect usage of Master Data within Flows/ Transactional data

Impact of non-quality

- Direct Costs (e.g. Fines from retailers)
- Indirect costs (e.g. rework, wrong decisions)
- TRUST

The virtuous circle to improve data quality

1. Measure
Monitor through business validation rules

1. Define & Measure

2. First-Time-Right Data Entry

3. Automate

2. First-Time-Right
when needed/possible, update data entry screens to enforce data quality at source

3. Automation
Automate data input leveraging business validation rules

- Pre-population and validation
- Automatic creation

Integrated Business Services

With the support of GS1, we can make a difference… TOGETHER

High Data Quality means data is…

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Implementation of GDM in European markets

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Agenda Implementation of GDM in EU markets

- Introduction & ambition
- General update on the GS1 Global data model
- Implementation of GDM in European markets
  - How to implement (Tomáš Tlučhoř)
  - An example of an implementation plan (Jan Somers)
  - Update on European markets (Henk-Jan Timmerman)
  - Questions
- Governance in Europe (locally and regionally)
- Industry engagement in Europe
- Next steps and closing

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How to implement the Global Data Model

Tomáš Tlučhoř, GS1 Czech republic / GS1 in Europe / GS1 Global Office

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Introducing Tomáš Tlučhoř

- Tomáš Tlučhoř
- GS1 Czech republic
- Data Services Director
- tluchor@gs1cz.org

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Different strategies for different markets

GDSN already implemented

- Get ambassadors – e.g. CGF Data Coalition Companies
- **Introduce GDM** at your GDSN working group
- Start with the attribute **gap analysis**

Starting with GDSN

- Get ambassadors – e.g. CGF Data Coalition Companies
- **Establish GDSN working group**
- **Use GDM** as your data model

No GDSN implementation

- **Do a research** – is there demand in your market? Are there any potential ambassadors?
- What about **tooling**?
- Is it feasible for my market to be an **early adopter**?

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Implementing GDM attributes

Include all core attributes in your data model

Include all global attributes in data model for your categories

Include all European attributes in data model for your categories

No demand for some Global and Regional attributes in your market?

- Explore why
- **Report back to GDM**

Try to **limit number of local attributes** in your data model to a minimum

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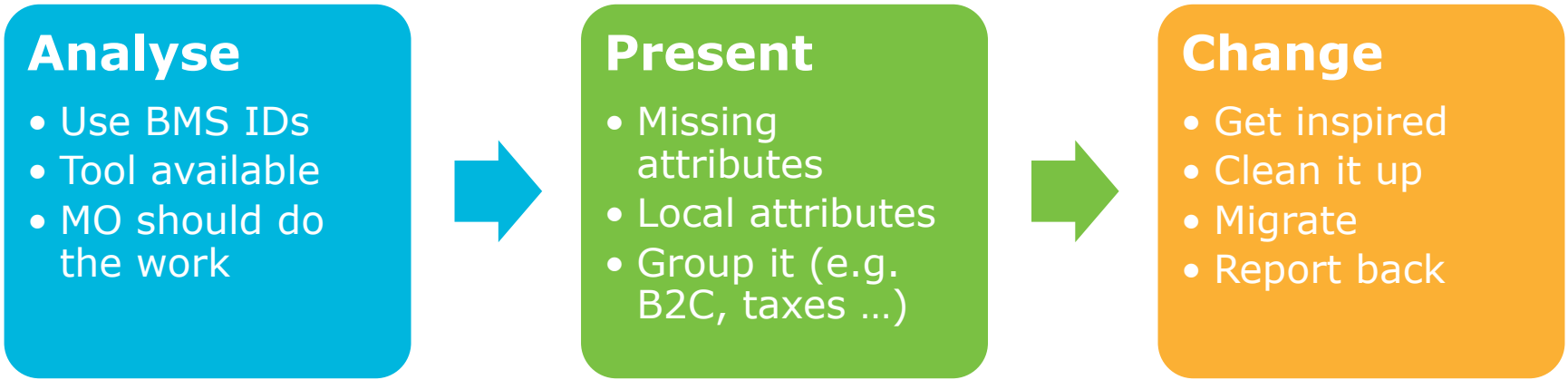
Attribute Gap Analysis

Compare GDM attributes with attributes from your model



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Attribute analysis tool

- **Excel tool** will be provided soon
- Answers 2 main questions:
  - What attributes **are missing**?
  - What attributes **are local**, **out of scope** or even **proposed for removal**?
- All you need is list of your **BMS IDs**

Step 1: make your selection

Select the Region in which your market resides. (If "Other" is chos	
Please select only one Region.	
☐ North America	
☑ Europe	
☐ Australia/New Zealand	
☐ Other	
Select all product categories that are included in your data model.	
Please select at least one product category.	
☑ Food	
☑ Near Food	
☐ Pet Food	
☐ Alcoholic Beverages	
☐ Tobacco	

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Attribute analysis tool – local data model

Local Market Data Model		Global Data Model					
Enter List of BMS IDs (required)	Attribute Name (optional)	GDM Layer for your Region and Product Categories	FMCG Food data model layer	FMCG Near Food data model layer	FMCG Pet Food data model layer	FMCG Alcoholic Beverages data model layer	FMCG Tobacco data model layer
75	Brand Owner GLN (Global Location Number)	Global	Global	Global	not selected	not selected	not selected
76	No ADB Name available	Local	Local	Local	not selected	not selected	not selected
77	Brand Owner Name	Global	Global	Global	not selected	not selected	not selected
199	Number of Different Products	Global	Global	Global	not selected	not selected	not selected
200	Total Count of All Products	Global	Global	Global	not selected	not selected	not selected
202	Count of Each Specific Product	Global	Global	Global	not selected	not selected	not selected
203	GTIN (Global Trade Item Number) of the Contained Product	Global	Global	Global	not selected	not selected	not selected
204	Animal Nutrient Code	Out of Scope	Out of Scope	Out of Scope	not selected	not selected	not selected
205	Animal Nutrient Target Percentage	Out of Scope	Out of Scope	Out of Scope	not selected	not selected	not selected
206	Animal Nutrient Maximum Percentage	Out of Scope	Out of Scope	Out of Scope	not selected	not selected	not selected
207	Animal Nutrient Minimum Percentage	Out of Scope	Out of Scope	Out of Scope	not selected	not selected	not selected

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Attribute analysis tool – list of gaps

				Global Data Model				
BMS IDs included in the GDM (DO NOT CHANGE)	Business Friendly Attribute Name	Global/Regional Attribute Available in Local Market Model?	GDM Layer for your Region and Product Categories	FMCG Food data model layer	FMCG Near Food data model layer	FMCG Pet Food data model layer	FMCG Alcoholic Beverages data model layer	FMCG Tobacco data model layer
791	Consumer Usage Instructions	MISSING ATTRIBUTE	Global	Global	Global	not selected	not selected	not selected
879	Percent of Milk Fat In Dairy	not required for GDM	Local	Other region	Out of Scope	not selected	not selected	not selected
880	Homogenised Indicator	not required for GDM	Local	Other region	Out of Scope	not selected	not selected	not selected
912	Fish Scientific Name	MISSING ATTRIBUTE	Regional	Regional	Out of Scope	not selected	not selected	not selected
914	Fishing Gear Code	MISSING ATTRIBUTE	Regional	Regional	Out of Scope	not selected	not selected	not selected
915	Fish Production Method Code	MISSING ATTRIBUTE	Regional	Regional	Out of Scope	not selected	not selected	not selected
916	Fish Storage State Code	MISSING ATTRIBUTE	Regional	Regional	Out of Scope	not selected	not selected	not selected
1002	End Availability Date/Time	MISSING ATTRIBUTE	Global	Global	Global	not selected	not selected	not selected
1007	firstOrderDateTime(GDD Name)	not required for GDM	Local	Other region	Other region	not selected	not selected	not selected
1025	First Ship Date/Time	MISSING ATTRIBUTE	Global	Global	Global	not selected	not selected	not selected
1029	Consumer Restricted Delivery Date/Time	not required for GDM	Local	Local	Other region	not selected	not selected	not selected
1066	Dietary Regime Code	MISSING ATTRIBUTE	Global	Global	Out of Scope	not selected	not selected	not selected
1152	Tax Type Code	MISSING ATTRIBUTE	Regional	Regional	Regional	not selected	not selected	not selected
1175	Tax Category Code	MISSING ATTRIBUTE	Regional	Regional	Regional	not selected	not selected	not selected
1258	Genetically Modified Declaration Code	MISSING ATTRIBUTE	Regional	Regional	Local	not selected	not selected	not selected

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There is more than attributes

Attribute definitions

- **Attribute Definitions for Business**
  - use these business friendly names and definitions for GDM attributes.
- There might be some **changes** – e.g. **startAvailabilityDateTime**:
  - GDSN Definition: The date (CCYY-MM-DDTHH:MM:SS) from which the trade item **becomes available** from the supplier, including seasonal or temporary trade item and services.
  - ADB definition: The date/time the product is **first available to ship** from the seller or the service is available.

Code lists

- **Work in progress**
- Dividing codes into Global, Regional and Local layers to „highlight" important codes.
- Better names and definitions where Global/Regional codes are not clear.

Conditions and Validation rules

- Make sure your **local validation** rules are not in conflict with Global Data Model.
- Some conditions of **conditionally mandatory attributes** might be different from current local data models.

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Implement and maintain

Implement

- Agree on changes to your data model
- Provide documentation and training to your community
- Agree on the timeline
- Include necessary changes to your release schedule in an efficient way
- Learn from others – see an example from BENELUX

Maintain

- Connect your local working group to the Regional GDM governance.
- Report any issues you encounter when implementing and using GDM.
- Follow and implement changes in the GDM.
- Share your local layer.

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Implementation in the Benelux, an update

Jan Somers, GS1 Belgium & Luxembourg

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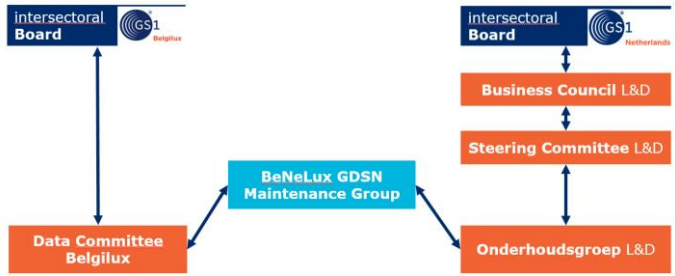
Global Data Model – Gap analysis

- Result of gap analysis ➔ Global Data Model vs. BENELUX data model = 106 differences

- Type of differences :
  - New attributes that are not in the Benelux data model
  - Attributes that will be removed and will no longer exist/are not included in GDM
  - Difference between local fields and mandatory/conditional fields
  - Different conditions for making an attribute mandatory
  - Difference between optional, conditional or mandatory fields
  - Change in definitions (broadening the conditions for the use of an attribute)
  - Difference between BELU, NL and GDM

- Local stakeholders impact analysis meeting for BELUX : 8th of July



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Global Data Model – Implementation & timing

Timing	Planning
April – May 2020	Gap analysis on the attributes
July 2020	First draft version of Benelux data model
July – September 2020	Impact analysis based on first draft version → Done by GS1 + members of Maintenance Group, Data Committee and Onderhoudsgroep
June – September 2020	Defining the code lists by GDM team GS1
October 2020	Definitive data model (incl. code lists) will be established, based on the results of the impact analysis
October 2020	Defining timing of implementation, with three options: 1. Full introduction in February 2021 2. Partial introduction in February 2021 3. GDM introduction later than February 2021
February 2021	Implementation (full or partial) release of data model → Data will be mapped as much as possible
After February 2021	Data will be completed by suppliers where necessary, timing needed still needs to be determined

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An update on implementation in Europe

Henk-Jan Timmerman, GS1 in Europe

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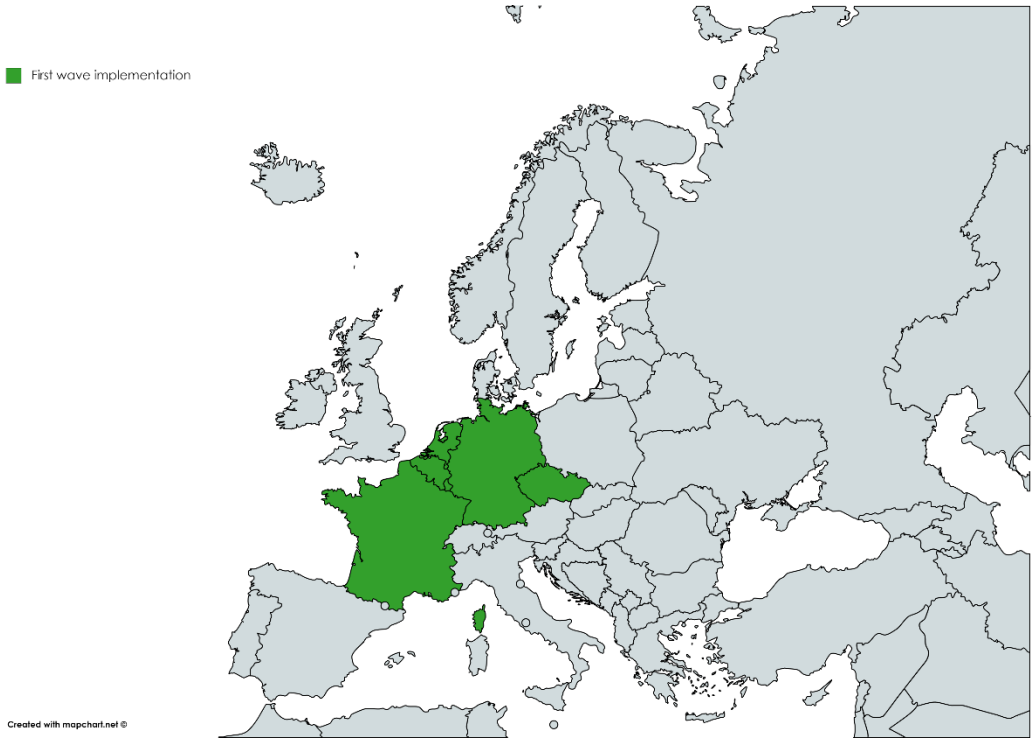
Implementation in Europe – a prediction



Implementation started (gap analysis):

- GS1 Belgium & Luxembourg
- GS1 Czech Republic
- GS1 France
- GS1 Germany
- GS1 Netherlands

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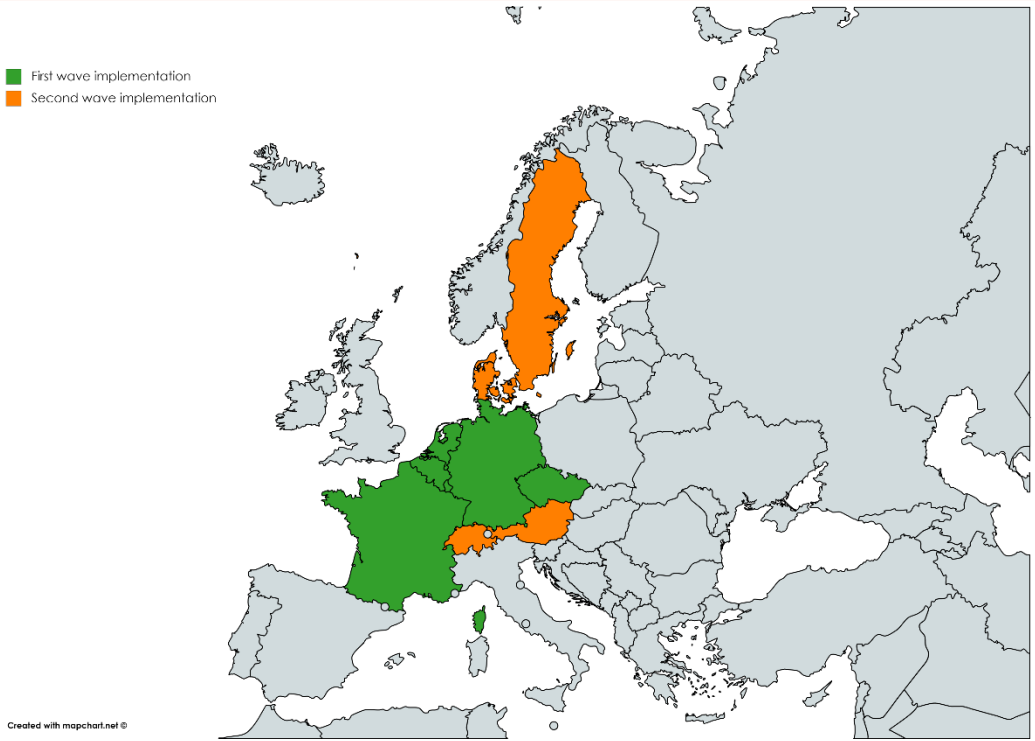
Implementation in Europe – a prediction



Intention to implement (through industry or MO):

- GS1 Austria
- GS1 Denmark
- GS1 Sweden
- GS1 Switzerland

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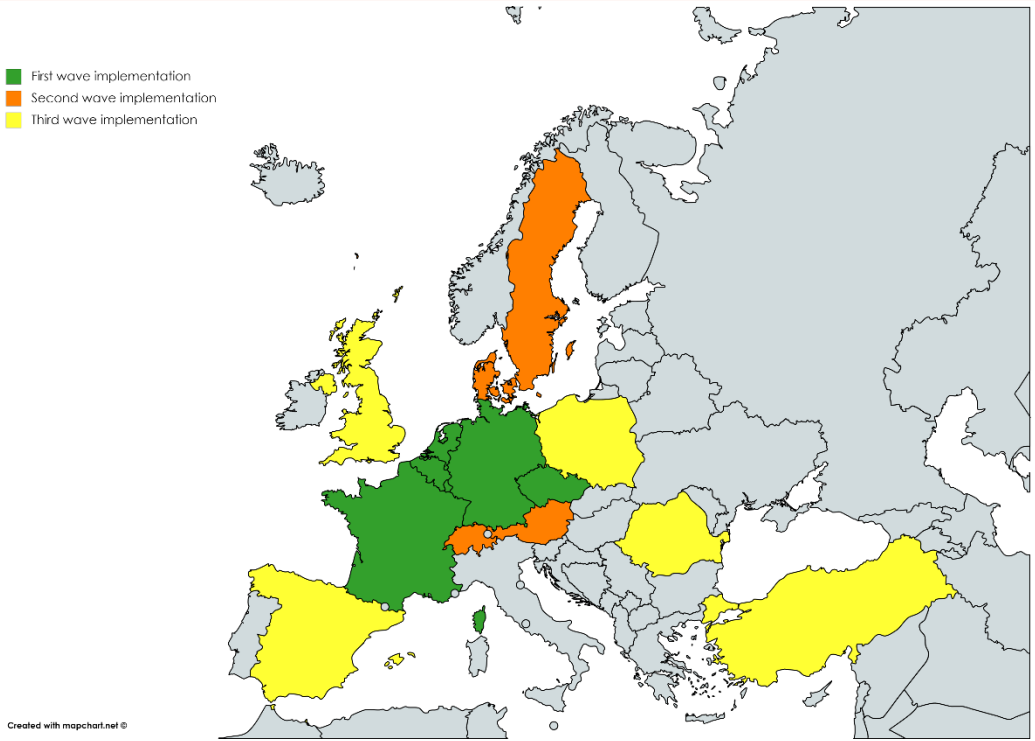
Implementation in Europe – a prediction



Target markets prioritised by industry or first signals of interest for implementation:

- GS1 Spain
- GS1 UK
- GS1 Poland
- GS1 Romania
- GS1 Turkey

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Governance in Europe (locally and regionally)

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Agenda Governance Global Data Model

- Introduction & ambition
- General update on the GS1 Global data model
- Implementation of GDM in European markets
- Governance in Europe (locally and regionally)
  - Ahold Delhaize & Governance (Armand Schins)
  - How is GS1 Germany organised on data? (Christian Przybilla)
  - Setup of regional governance (Henk-Jan Timmerman)
- Industry engagement in Europe
- Next steps and closing

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Introduction on Governance

Armand Schins, Ahold Delhaize

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Introducing Armand Schins

- Armand Schins
- Ahold Delhaize
- Sr. Manager Data Quality & Governance, AH Group (Albert Heijn, Etos & Gall&Gall)
- Active within GS1 groups since 2004

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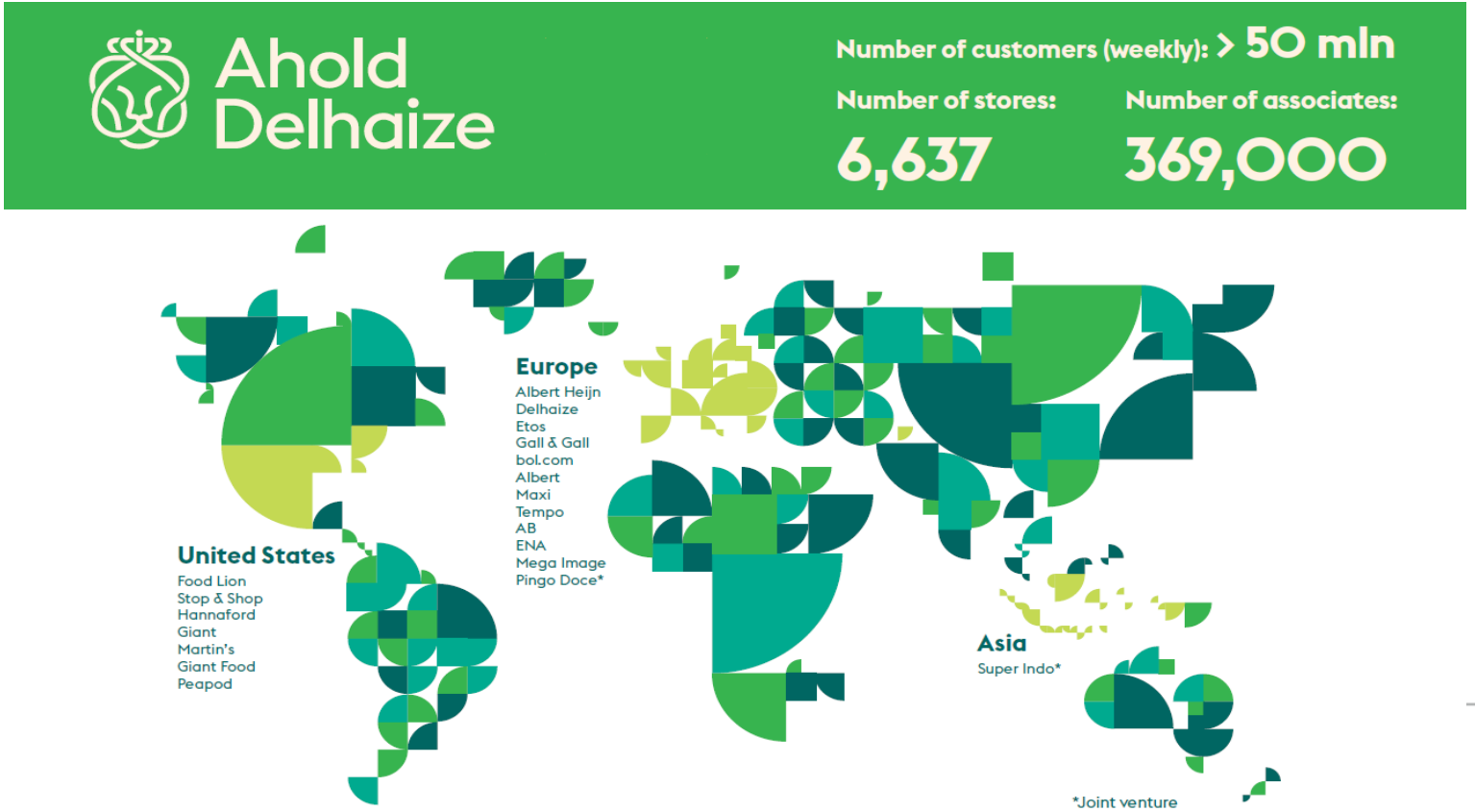
One of the world's largest food retail groups



Governance and GS1 representations

GS1

Global

- Global Board — Vincent Weijers
- Global Data Excellence Committee — Vincent de Hertogh
- GDM & MSWG — Jeffrey Cree & Armand Schins

Regional

- EU Data Excellence User Board — Armand Schins
- Benelux Maintenance Group - Viktor Bos (chair)

National

- USA Board — Andre Shaw
- NL Board — Hendrik-Jan Roel (chair)
- BeLu Board — Vincent de Hertogh (chair)
- CZ Board — Milan Sikora
- USA Retail Grocery Exec.Com. — Chris Adams
- NL Food&Drug - Business Council: Ralph van Oss
- GR -
  RO -
  SB -
- USA Food&Drug Data Quality — Jeffrey Cree
- NL Food&Drug - DQ — Armand Schins
- B Food&Drug DQ — Arthur van Crombrugge
- CZ Food&Drug DQ — Petr Beran

Ahold Delhaize & GDM

Why we support GDM?

- Data Quality
- Data Efficiency

How we manage GDM?

- Jeffrey Cree (USA) & Armand Schins (EU) participate & coordinate on global & regional level
- GS1 facilitates on all levels
- Implementation planning: 2021

IT Tools

- GDSN datapool:
  - 1WorldSync (USA&BE)
  - GS1DAS (NL)
  - n.a. -> Excel (CR)
- PIM:
  - Stibo-STEP (USA&NL)
  - SRC-PIM (NL)
  - SAP (BE)
  - ERP Gold (CR)

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European business drives maintenance

- Data exchange is between business partners
  - Business is in lead. Also for governance
    - Active participation from all!
    - Business should chair the maintenance team
  - GS1 and solution providers are facilitating

- Need for speed!
  - Connect on local level:
    - Start gap analysis + Reduce local layers
  - On regional level:
    - Insight in local layers => Reduce or upgrade attributes

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The three layers of European governance

Henk-Jan Timmerman, GS1 in Europe

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Regional maintenance – GS1 in Europe

Global Maintenance Team	• Responsible: ongoing maintenance of the Global Layer • Focus: business need of the overall global model
Regional Maintenance Team	• Responsible: ongoing maintenance of the Regional Layer • Focus: business need of a specific region, ex: Europe
Local Maintenance Team	• Responsible: ongoing maintenance of the Local Layer of a specific target market • Focus: business need of a specific country, ex: Germany

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Strategic level Steering committee

Mission

Guide the data community within Europe on several topics, such as data exchange and data quality.

Tasks

- Deciding on projects and scope per year
- Managing overall strategy and workplan
- Monitoring the implementation of GDM

Participants

Industry:

- Select members

GS1 in Europe:

- Jan Somers: Sponsor
- Henk-Jan Timmerman
- Tomáš Tlučhoř

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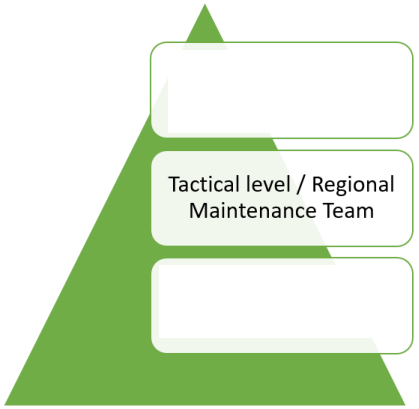
Tactical level Maintenance team



Mission

Maintenance of the regional layer of the GDM (all components) and ensure the availability of harmonised guidelines through active stakeholders managament

Tasks

- Maintaining regional layer, challenging local layer
- Monitoring the implementation of the GDM
- Reviewing of EU Regulations
- Finalise and approve harmonised guidelines
- Voting through GSMP process

Participants

Industry: Call for participation

- GS1 in Europe:
  - Jan Schimmel (GS1 Netherlands)
  - GS1 MO participants

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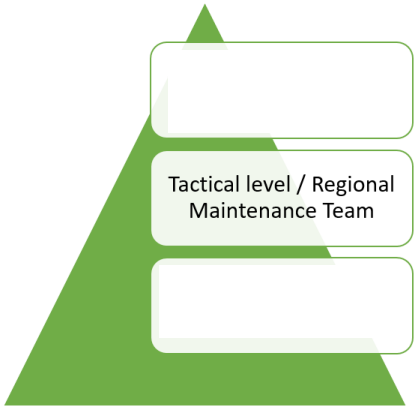
Tactical level Maintenance team



GSMP

Inclusive

Active in Europe

4 releases

All target markets

Code of conduct

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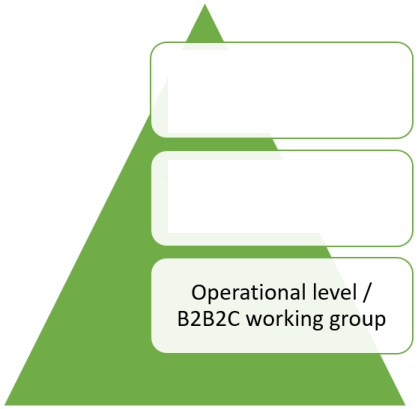
Operational level B2B2C Working Group



Mission

Solve and harmonise technical questions that are raised within countries

Tasks

- Work on meeting EU Regulations requirements
- Technical proposals on migrations, validation rules
- Updates in the guidelines
- MO planned projects updates, any MO updates
- Quarterly reporting on regional layer to global office

Participants

GS1 only:

- Coordinator: Tomáš Tlučhoř
- GS1 MO participants

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How is Germany currently organised?

Christian Przybilla, GS1 Germany

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Introducing Christian Przybilla

- Christian Przybilla
- GS1 Germany
- Lead Master Data + Data Exchange
- christian.przybilla@gs1.de

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GS1 Germany - Who is doing what and how?

GS1 Germany Handbook
for all governance + working groups:

- **General rules for the decision making process**
  - Prerequisits for membership
  - Voting rights and rules
- **Description for every group**
  - Objective
  - Scope
  - Tasks
  - Composition (50% supplier / 50% retail)

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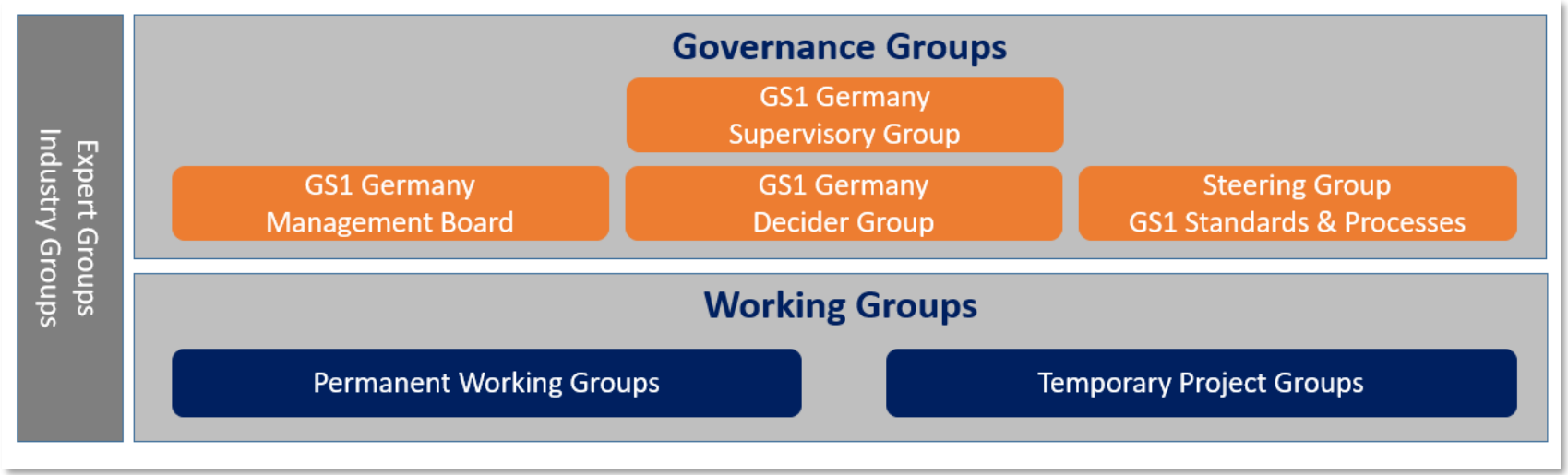
How is GS1 Germany organised in general?



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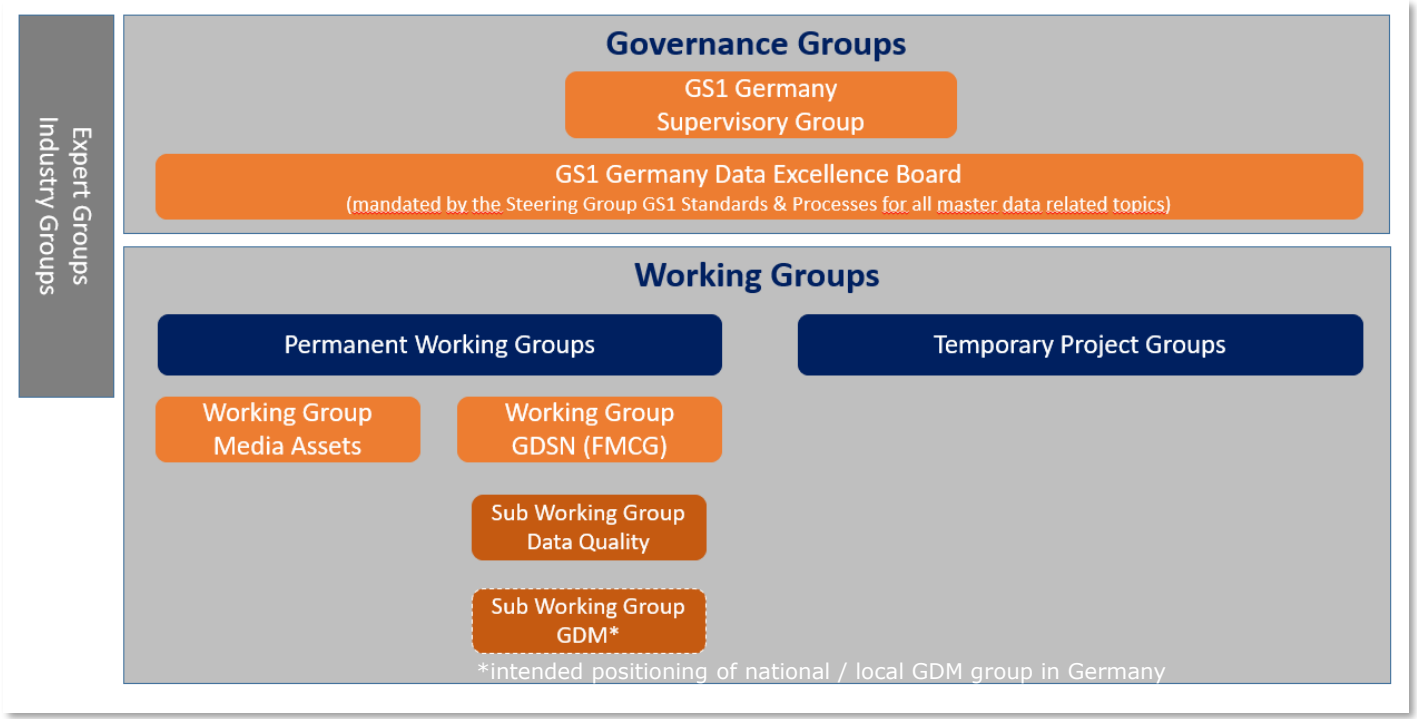
How is GS1 Germany organised on data?



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From the German perspective to be worked in the near future

- GS1 Germany Data Excellence Board officially endorsed GDM in May 2020

- General committment to support work on:
  - Build up the required governance (national/European/global)
  - Document use of GDM attributes in national GDSN profile
  - Learn and exchange experiences from pilots in real practice
  - Start appropriate harmonisation efforts
    (based on existing attribute differences in local/regional layers)

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Implementation of GDM in European markets

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Agenda Industry engagement Global Data Model

- Introduction & ambition
- General update on the GS1 Global data model
- Implementation of GDM in European markets
- Governance in Europe (locally and regionally)
- Industry engagement in Europe
  - How will P&G drive implementation? (Laurent Seroux)
  - Metro & local implementations? (Christian Zaeske)
- Next steps and closing

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How will P&G drive implementation?

Laurent Seroux, P&G

© GS1 in Europe 2020

Introducing Laurent Seroux

- Laurent Seroux
- Procter and Gamble
- Global Master Data Director
- Active with GS1 groups since 2016, DE board member.

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Serving Consumer with 100% Accurate Product Information

A Strong Portfolio in 10 Categories

FABRIC CARE

HOME CARE

FEMININE CARE

FAMILY CARE

BABY CARE

Countries of Operations ~70

Fiscal 2019 Net Sales $67.7 Billion

Countries Where Our Brands are Sold 180+

SKIN & PERSONAL CARE

GROOMING

ORAL CARE

PERSONAL HEALTH CARE

HAIR CARE

The Global Language of Business

© GS1 2020

Organisations will need to invest in the right people, processes, and technology

GDM will require…

TECH

1. **Gap analysis to identify missing or different attributes to support new model**
2. **Changes in current systems:** external interfaces, product data systems, and operational systems[1]

PROCESSES

3. **Data cleansing and adaptation for existing GTINs**
4. **Changes to business process to capture new required attributes[2]**

PEOPLE

5. **Training for changes due to GDM across business processes** (e.g., for new product data processes)

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1 Any product data related transformations (broader than GDM scope) will need to align with GDM to ensure full impact
2 Not a one-time activity, therefore captured in calculator under changes to operational efficiencies (pink section)

How will P&G drive adoption in Europe

- **Internal**
  - Primary focus on GDSN countries and retailers
  - Depth analysis of current P&G publication models and identification of gaps vs the GDM attribute by attribute (DE completed).
    - Technical and Functional assessment of gaps
    - Inclusion of the GDM standard in new PIM
  - Deploy the concept to Country leadership and Sales teams to create awareness and be ready for Retailers demand to engage
- **External**
  - P&G representatives in GS1 MO's to influence MO's and Data Pools endorsement.

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Metro & local implementations

Christian Zaeske, Metro

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Introducing Christian Zaeske

- Christian Zaeske
- METRO
- Global Head of Master Data Management
- Member of GS1 Data Excellence Board
- Retail Co-Chair of Global Data Model
- Active within GS1 groups since 2006

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AT A GLANCE

Group sales
€27,082 million
EBITDA[1] **€1,021** million

In **34**
countries

97,606
employees[2]

678
locations

[1]EBITDA excluding earnings contributions from real estate transactions. [2]Headcount as of closing date 30 September 2019.

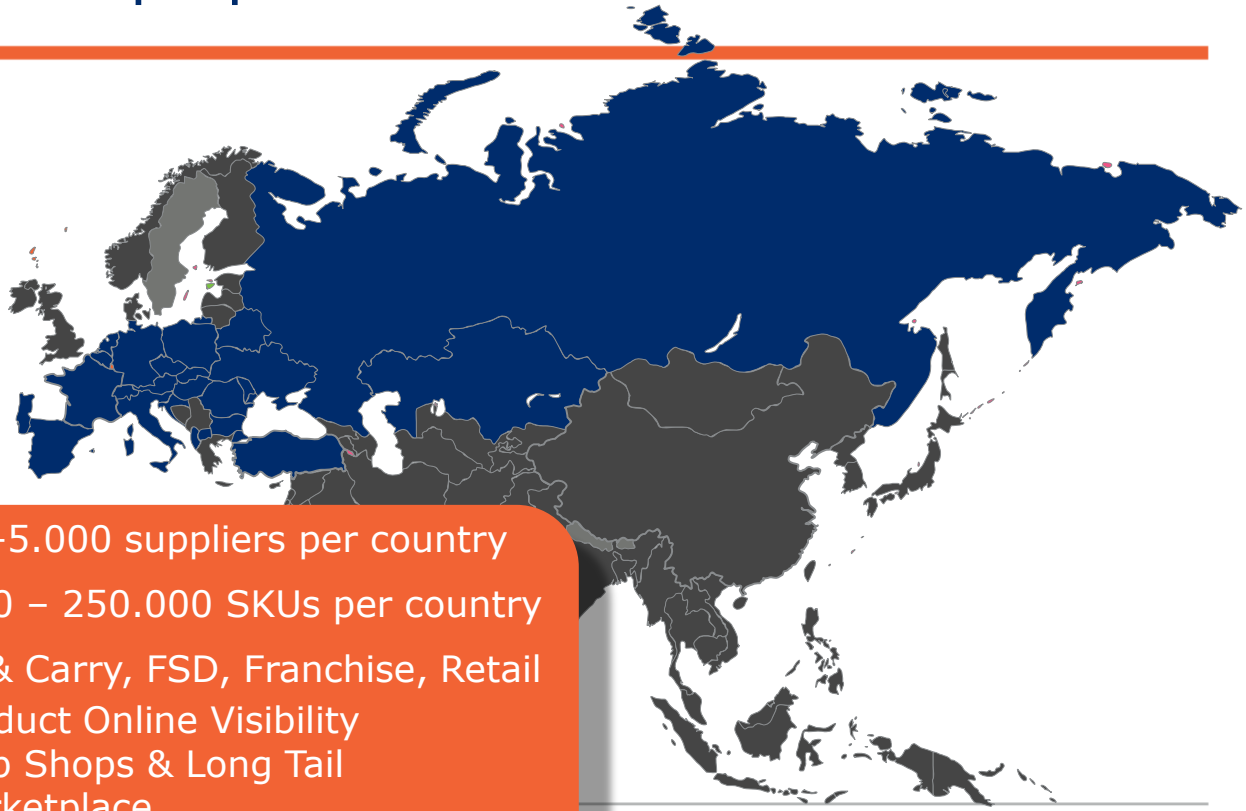
As of: 30 September 2019.

OUR PORTFOLIO

METRO
makro
IHR LIEFERSERVICE
CLASSIC
PRO a PRO

METROs GS1 in Europe presence in 21 countries

EUROPEAN METRO COUNTRIES			
Austria	12	Romania	30
Belgium	16	Russia	89
France	97	Serbia	9
Germany	38	Slovakia	6
Italy	6	Turkey	33
Netherlands	50	Ukraine	31
Portugal	17		
Spain	10		
Bulgaria	37		
Croatia	9		
Czech Rep.	13		
Hungary	13		
Kazakhstan	6		
Moldova	3		
Poland	30		



- 2.000-5.000 suppliers per country
- 30.000 – 250.000 SKUs per country
- Cash & Carry, FSD, Franchise, Retail
  + Product Online Visibility
  + Web Shops & Long Tail
  + Marketplace
  + Digital Services

GS1 in Europe

METRO

Driving GDM market adoption by community enablement

- Inform
- Initialize national GDM project
- Onboard industry
- Setup local GDM maintenance group
- Educate & Train
- Integrate national layer – local attributes to GDM
- Setup KPIs and reporting
- Start operational use of common data model based on GDM
- Announce local GDM maintenance group members representing market within regional GDM maintenance group
- Collect feedback and identify improvement needs

GDM 1st. country community implementation

GDM Global Layers	+ GDM Regional Layer Europe	+GDM Local Layer National	METRO Bilateral	Attributes Total
86	92	286	0	464

The German community decided to go live with the Global Data Model in August 2020 for the German market

• GDM in Europe METRO country implementations

	1	2	3	4	
	GDM Global layers	+ GDM Regional layer	+GDM local layer national	+GDM local layer bilateral	Attributes sum
DE	x	EU	national datamodel integrated to GDM	-	=1+2+3
BE	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
CZ	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
FR	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
IT	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
NL	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
TR	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
AT	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
ES	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
PL	x	EU	national datamodel to be integrated to GDM	-	=1+2+3
PT	x	EU	no national datamodel*	X**	=1+2+4
HU	x	EU	no national datamodel*	X**	=1+2+4
HR	x	EU	no national datamodel*	x**	=1+2+4
RO	x	EU	no national datamodel*	x**	=1+2+4
RS	x	EU	no national datamodel*	x**	=1+2+4
RU	x	EU	no national datamodel*	x**	=1+2+4
SK	x	EU	no national datamodel*	x**	=1+2+4
UA	x	EU	no national datamodel*	x**	=1+2+4
BG	x	EU	no national datamodel*	x**	=1+2+4
KZ	x	EU	no national datamodel*	x**	=1+2+4
MD	x	EU	no national datamodel*	x**	=1+2+4

* to be confirmed by national GS1 MO ** to be defined if after * is confired

- clarification local layer
- METRO bilateral local layer in case of missing national community layer
- Question to the European user community:
  Are you interested to define a common default local layer ?
  (for all markets not having a national model)

Driving

co

"Standardizing foundational data is a first step to free up companies to focus on what matters more—building differentiated consumer experiences to compete better in the omnichannel world."

Source: McKinsey & Company, Publication by Kari Aldridge and colleagues
'Want to improve consumer experience? Collaborate to build a product data standard'

Global Data Model
COMMON STANDARD for
METRO
in EVERY markt

- An
  marke
- Collect feedbac

GS1 Global Data Model

One product.
One experience.
Every channel.
Every country.

globaldatamodel@gs1.org

Next steps & Closing

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Recap for Implementing the Global Data Model

Get organised and connect with GS1 and ambassadors

Do the attribute gap analysis and present results

Implement global and regional layers, minimise local layer

Share local layer and other findings with global office

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Recap for Governance of the Global Data Model

Connect with GS1 and industry peers

Have a local governance process in place

Work on change requests (add /change/ remove)

Intention to submit the local layer as a standard

© GS1 in Europe 2020

Next steps

- Survey on implementation of the Global Data Model in Europe
- Connect with Industry Peers and GS1 => in local user groups
- Work on the gap analysis of the global data model (industry & GS1)
- Submit the local layers to the Interim GDM Navigator
- Help to grow the community in the region: new industry & new target markets
- Actively participate in regional governance

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Next meeting

END of AUGUST

Gap analysis results

First steps on further harmonisation

Appoint co-chairs

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